CITY OF CARLSBAD
CLASS SPECIFICATION

POSITION: **SENIOR WEB ADMINISTRATOR**

DEPARTMENT: **INFORMATION TECHNOLOGY**

Distinguishing Features and Summary Description:

Under general direction of the Information Technology Manager, the Senior Web Administrator manages the design, format and functionality of the City's entire Internet and Intranet presence by determining the needs of the organization and the requirements for the Internet and Intranet systems. The Senior Web Administrator may supervise or lead the work of direct reports or other staff assigned during various projects.

Essential Duties and Responsibilities: The following duties are typical for this position. Incumbents may perform some but not all of the listed duties and/or may be required to perform additional duties from those listed below to meet the City's business needs and changing operating practices. Other duties may be required and assigned.

Participates in the Information Technology Department's strategic planning efforts.

Manages and maintains the day-to-day operation of the City's Internet and Intranet sites including the transfer, testing, and updating of Web materials.

Converts submitted materials to Web documents as necessary.

Secures programming, graphics, word processing, and authoring support as needed.

Obtains bids quotes and administers request for proposals and selection of associated web based applications, tool or services as prescribed.

Advises and trains City departments in content management and design of Web documents.

Researches new Web features and tools which might be useful for managing the Internet and Intranet sites, and for expanding on-line offerings.

Serves as a catalyst for stimulating interest and new directions for the Internet. Stays abreast of current and emerging technologies related to areas of expertise. Develops and maintains a roadmap(s) for the City's Internet presence, based on policy directions and management goals.

Develops, maintains and enhances online transaction capabilities and services as warranted.

Develops and maintains practices for the City's presence on the Internet, incorporating all relevant laws and regulations.

Maintains awareness of ongoing Information Technology Departmental policy and management initiatives, and identifies opportunities to use the Internet to facilitate initiatives.

Meets with departments and cross functional teams to provide guidance and support for developing hosted solutions.

Coordinates Internet presence with the Intranet and with other related systems containing public information.

Reports on the City's Internet presence as needed or requested.

Develops and articulates the overall focus and concept for the City's home page, in keeping with Departmental priorities and objectives.

Searches and reviews links for new categories.

Determines content management applications to support various departments placement of all new information.

Meets with Information Technology staff to address and resolve technical problems, and discuss new directions and technology.

Performs maintenance activities and other support activities for stakeholders.

Fine tunes home or satellite site(s) based on feedback from users and monthly statistics.

Supervises, develops and evaluates direct reports. Distributes and assigns workload to reports or other staff assigned during various projects.

KNOWLEDGE AND ABILITIES

- Knowledge of project management practices and the ability to manage multiple projects simultaneously
- Knowledge of UNIX and Windows environments
- Proficiency with programming and scripting languages including HTML, DHTML, XML/XSL, RSS, C++, Visual Basic, ASP, and Advanced JavaScript

- General knowledge of programming and scripting languages including CGI/PERL, Oracle CGI, ActiveX, Flash, Java and shell scripting
- Knowledge of database applications, developing large applications for Intranets or migrating existing applications to Intranets
- Ability to produce management reports
- Ability to collaborate and work well in teams
- Ability to have constant interface with end users and provide high levels of service

EXPERIENCE AND EDUCATION

A bachelor's degree in computer science or a related subject.   Minimum 5 years providing web services to the enterprise or end users, including development and maintenance of high-traffic web sites and satellite sites for a government enterprise.

ESSENTIAL FUNCTIONS
The conditions below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Language Ability:

- Requires ability to compare, count, differentiate, measure, measure and/or sort, assemble, copy, record and transcribe data and information. Must be able to classify, compute, tabulate, and categorize data.
- Must be able to advise and provide interpretation to others on how to apply policies, procedures, and standards to specific situations.
- Needs to be able to use a variety of descriptive data and information such as: a variety of plans; resolutions; maps; reports: computer software operating manuals; procedures; guidelines; and routine correspondence.
- Must be able to communicate orally and in writing, clearly and concisely and in a non-technical manner with City personnel at all levels; consultants; vendors; and the general public.
- Needs the ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Must be able to write reports, business correspondence, and procedure manuals. Needs to effectively present information and respond to questions from groups of managers, clients, and the general public.

Mathematical Ability: Knows how to apply mathematics, including basic algebraic, plane geometric and trigonometric formulas. Must be able to demonstrate ability to calculate percentages, fractions, decimals, volumes, ratios, and spatial relationships. Needs to be able to interpret basic, descriptive statistical reports.

Judgment and Situational Reasoning Ability: Must be able to use functional reasoning and apply rational judgment when performing diversified work activities. Needs to be able to analyze data and information using established criteria in order to determine consequences and identify and select alternatives.

Physical Requirements:

- Needs to be able to operate equipment and machinery with some requiring rapid adjustments such as a computer keyboard and terminal, digitizer, plotter, blue line printers, photocopier, calculator, drafting instruments, and engineer and architect scale. Must be able to coordinate eyes, hands, feet and limbs in performing skilled movements such as rapid keyboard use. Needs to be able to recognize and identify degrees of similarities or differences between characteristics of colors, textures, and forms associated with job-related objects, materials, and tasks.
- Must be able to remain seated for extended periods. Tasks may involve extended periods of time at a keyboard or workstation. Needs to be able to perform frequent downward flexion of neck, side-to-side turning of the neck, fine finger dexterity and grasp to manipulate the keyboard, telephone, writing instruments, papers, books, manuals, and reports. Job entails occasional walking, standing, bending, stooping, climbing, reaching at and above shoulders, twisting at the waist, upward flexion of the neck. On an infrequent basis, the incumbent must be able to squat and kneel.
- Overtime and attending meetings outside regular work hours may be required. Work environment is professional and both team and autonomy oriented. This position is impacted by urgent time deadlines due to various reporting and filing requirements. Position involves support of a 24/7/365 days environment and/or duties to support the Safety Department or City emergency operations.
- There is some repetitiveness in program coding, a need for extreme accuracy, and paying attention to detail. Additionally, there is a need to be able to shift attention before tasks are completed to be able to balance user demands, telephone and other interruptions.
- Must be able to drive and maintain a California Class C Driver's license or ability to arrange transportation for fieldwork or visits to other City facilities when necessary.

This classification specification does not constitute an employment agreement between the employer and employee and is subject to change by the City and the needs of the City and requirements of the job change.

The City of Carlsbad is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodation to qualified individuals with disabilities and encourages both current and prospective employees to discuss potential accommodations with the employer.

DATE APPROVED: August 2008